



## Comcast **INVESTS** in Developing Future **STEM** Workforce

Working to shape the future of media and technology, Comcast sees the value of developing the future workforce by supporting initiatives in Utah that help students today attain the skills they need for the jobs of tomorrow.

“In the past few years our search has become more focused in trying to find STEM talent to fill the jobs that Comcast offers,” said Dee Knight, External Affairs Manager with Comcast. “Comcast understands the importance of engaging our youth with STEM education and resources, so that the business community will have access to a local talent pool.

In Utah, Comcast is the largest supporter of the national FIRST program. FIRST is a national

program that engages kids in kindergarten through high school in exciting, mentor-based, research and robotics programs that help them become science and technology leaders, as well as well-rounded contributors to society.

Not only do they contribute monetarily to the FIRST program, but many of Comcast’s technicians mentor students in the program in communities across the state.

“STEM has been a focus for Comcast for a while,” Knight said. “By 2018, we expect that there will be up to eight million jobs available in the STEM fields and nearly three million of those STEM jobs will not be filled, because we do not have enough



Above: Children pose as Comcast announces their commitment to fund two STEM classrooms in partnership with Salt Lake County Youth Services and Boys & Girls Club of Greater Salt Lake.

Right: Boys & Girls Club of Greater Salt Lake members give Comcast a tour of their newly built STEM Classroom located at the Sugar House Club House.





technologists and engineers to do the work. It is important to introduce students to STEM careers and technology to peak their interest in pursuing STEM careers. We hope that this endeavor will help to fill the STEM workforce pipeline.”

With a clear need for more STEM skilled employees and hoping to recruit future employees directly from the state, Comcast saw the value in partnering with the Utah STEM Action Center by supporting the Utah STEM Bus.

The Utah STEM Bus travels to schools and other organizations across the state to provide hands-on, real world, project based learning to generate a passion for STEM careers in youth and support the Governor’s initiative for a STEM competitive workforce in Utah.

“We understand the value that the STEM Mobile Bus brings to the students attending our schools and participating in our community youth organizations,” Knight said. “The STEM Bus Program has the capacity to bring technology and resources to rural--and in some cases--underserved communities. We believe that everyone should have access to STEM curriculum and education regardless of their zip code. It is our hope that our partnership with the STEM Bus program will help to close the digital divide and bring much needed resources to our Utah students.”

In 2014, Comcast also played a key role in launching the STEM Coalition, where businesses in Utah committed more than \$2 million to a media campaign to increase interest in STEM education.

“We strive to support initiatives that improve our local communities,” Knight said. “Utah has become one of the country’s top, thriving start-up communities, and in order to keep these jobs in our local community it is imperative that we work with our business and community partners to ensure that Utah students have the skills and talents to be successful in this digital world.”



*Comcast Area Vice President, Merlin Jensen, welcomes the youngest attendees at Comcast’s STEM Classroom announcement.*



*Youth from the Boys & Girls Club of Greater Salt Lake grasp key digital literacy concepts in a training class facilitated by Comcast employees.*



Learn more about STEM Action Center programs at [stem.utah.gov](http://stem.utah.gov)